

REMARKS

Claims 1-19 are pending.

Claims 1-19 stand rejected under 35 USC 102(e) as being anticipated by Anderson (US 7,046,789). Applicants traverse the rejection.

Claim 1 is directed to a management method for managing representatives in an e-commerce system. The claimed method comprises several elements in combination. The combination includes a first storing step of storing (i) representative information indicating a plurality of representatives who are in charge of an organization that a user belongs to and (ii) selection information indicating a selected representative. The combination also includes a screen generating step of generating data of a first screen which indicates the selected representative that the selection information indicates, where it is possible for the user to select on the first screen another representative than the selected representative.

Applicants' claimed invention addresses a problem in e-commerce systems. In such systems, a single sales representative may be in charge of e-commerce. However, that sales representative may not have the knowledge or expertise on a particular product that the user wishes to purchase. As a result, if the user has a question about the product, that sales representative has to find the appropriate representative, get an answer to the user's question, and then convey that answer to the user. This is inefficient. If the user were able to contact the appropriate representative directly, it would save time and effort. Applicants' claimed invention solves this problem by providing a method, terminal, and program for a user to select the appropriate representative to handle an e-commerce sale. As such, the user is free to select a representative other than, or in addition to, the initially selected representative.

In contrast, Anderson discloses a call center management system and method in which a call center manager (or supervisor) can monitor the performance of the call center agents who works for the manager. For example, the manager can monitor or view the performance statistics of a group of agents using any one of several different display screens. See, e.g., Anderson, FIGS. 18,

21, and 22. FIG. 18 shows a screen 120 listing the agents and icons 128 next to each agent's name that can be clicked on to open a separate screen to display more details about that agent. See, e.g., Anderson, 15:1-6; 17:35-38. FIG. 22 shows the separate screen 138 that opens to display more details about that agent. See, e.g., Anderson, 17:34-38. FIG. 21 shows a quick view screen 136 showing overall performance statistics for all the agents. See, e.g., Anderson, 17:24-33.

Anderson fails to disclose Applicants' claimed invention for at least the following reasons. First, claim 1 recites a first storing step in which "representative information indicating a plurality of representatives who are in charge of an organization that a user belongs to" (emphasis added). Anderson does not disclose "representatives who are in charge of an organization." The Action asserts that the agents in Anderson are the same as the representatives of Applicants' claimed invention. See, e.g., Office Action, page 2, item 3. This assertion is incorrect. The agents are not in charge of the call center in Anderson. The agents are employees. It is the call manager who is in charge of the call center. Therefore, the agents of Anderson cannot be the same as Applicants' claimed representatives who are in charge of an organization. The Action cannot ignore the claimed feature in which the representatives "are in charge of an organization" if the Action is to properly assert *prima facie* anticipation.

Second, claim 1 recites a screen generating step of generating "data of a first screen which indicates the selected representative..., where it is possible for the user to select on the [first] screen, another representative than said selected representative" (emphasis added). Anderson does not disclose this step. The Action asserts that multiple screens can be opened simultaneously, such that another representative can be displayed. See, e.g., Office Action, page 3, item 3. However, the assertion made is not what Applicants' claimed invention recites. Claim 1 clearly recites that data indicating a selected representative is displayed in a first screen. Then, within that first screen, the user can select another representative. Furthermore, regarding Anderson's disclosed screens, none of them provide both data indicating a selected representative in a first screen and an ability to select another representative within that first screen. FIG. 18 of Anderson does not do so because it does not show data which indicates a selected agent. Rather, it shows data which indicates all the agents, with none of the agents indicated as being selected. FIG. 21 of Anderson does not do so either for

the same reasons. FIG. 22 of Anderson does not do so because it does not provide the ability to select another representative within that same screen. Indeed, the user must go back to the screen of FIG. 18 to click on an agent's icon to select that agent. And, even then, a new screen, not the same screen, opens to show that agent's data.

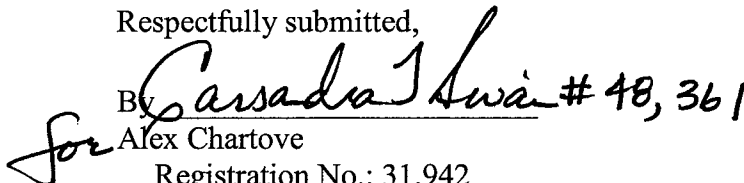
For at least these reasons, claim 1 and its dependent claims are not anticipated by Anderson. This reasoning applies to claims 10, 19, and their respective dependent claims also. Withdrawal of the rejections is therefore requested.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to pass this application to issue. If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

In the event the U.S. Patent and Trademark Office determines that an extension and/or other relief is required, applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 03-1952 referencing docket no. 116692004800.

Dated: October 26, 2007

Respectfully submitted,

By  # 48,361
for Alex Chartove
Registration No.: 31,942
MORRISON & FOERSTER LLP
1650 Tysons Blvd, Suite 400
McLean, Virginia 22102
(703) 760-7744